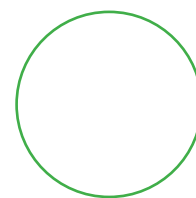


TAYLOR MADE

A Portfolio of Work by Taylor Schulz





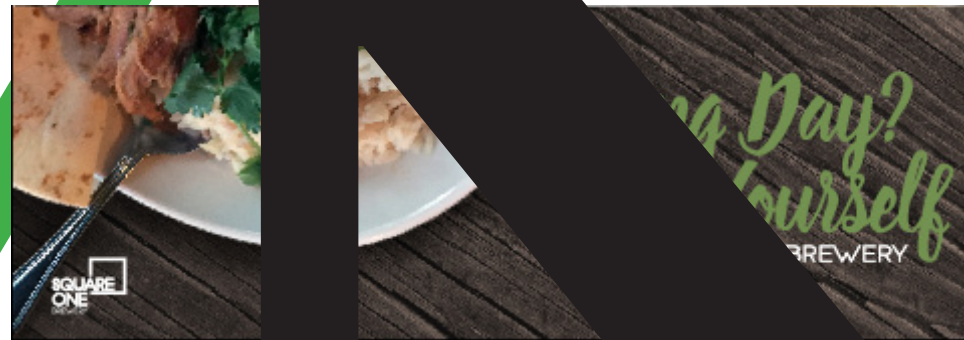
TAYLOR
MADE
A Portfolio of Work by Taylor Schulz

St. Louis Brewery is a restaurant located in
Lafayette Square, St. Louis, Missouri. Combining
knowledge of good St. Louis eats and a unique,
home distillery process their aim was to create
a brand and focused on the simple pleasures in
life. Good food, great drinks, and excellent company.
The goal was to create an atmosphere that was
easy, really focused on drawing in the customer, micro-brewery
experience. With these goals in mind, the design chose to utilize a sans-serif
font for the logo. The vertical stacking
of the text creates a visual box in itself which balances the box in the upper
right corner. Limiting the logo to one color enables a clean and cohesive
design that easily translates onto any surface.



4006493897756247299

AT SQUARE ONE BREWERY ONLINE
FOR CASH UNLESS REQUIRED BY LAW. SQUARE ONE BREWERY
IS NOT RESPONSIBLE IF THIS GIFT CARD IS LOST, STOLEN,
DESTROYED, OR USED WITHOUT YOUR PERMISSION. FOR CARD
BALANCES, AND TO SEE LEGAL TERMS AND CONDITIONS,
PLEASE GO TO WWW.SQUAREONEBREWERY.COM/GIFTCARD.
CARD HAS NO VALUE UNTIL ACTIVATED. THANK YOU!



Above are the billboard designs that will be displayed throughout the St. Louis area. The message of the company is on its superior food and drink, therefore it is the focus of the signage. Colorful images draw the viewer's attention while the limited text keeps the billboards to the point and prevents information overload when most drivers will have only a few seconds to see the message.



The to-go bag and box feature the logo front and center while incorporating the "great drinks" and "good eats" mentality of the restaurant. Additionally, the pattern on the side of the square box continues to tie in the square element of the design in a subtle but visually interesting way that accents the rest of the piece.

The salt and pepper shakers featured below continue the pattern of

the to-go boxes/bags. The black and white colors in the design creates a coordinating, but not boring, design while the sans-serif font gives it the clean/sleek look.



Mustard and ketchup bottles continue the interlocking squares pattern but feature a close up of the pattern so that they coordinate with the other pieces but the muted use of that pattern doesn't get repetative, dull, or boring. The muted use of yellow and red ensure that the bottles do not contrast with the white pallet but instead

the limited colors used and the muted reds and yellows of the building itself.

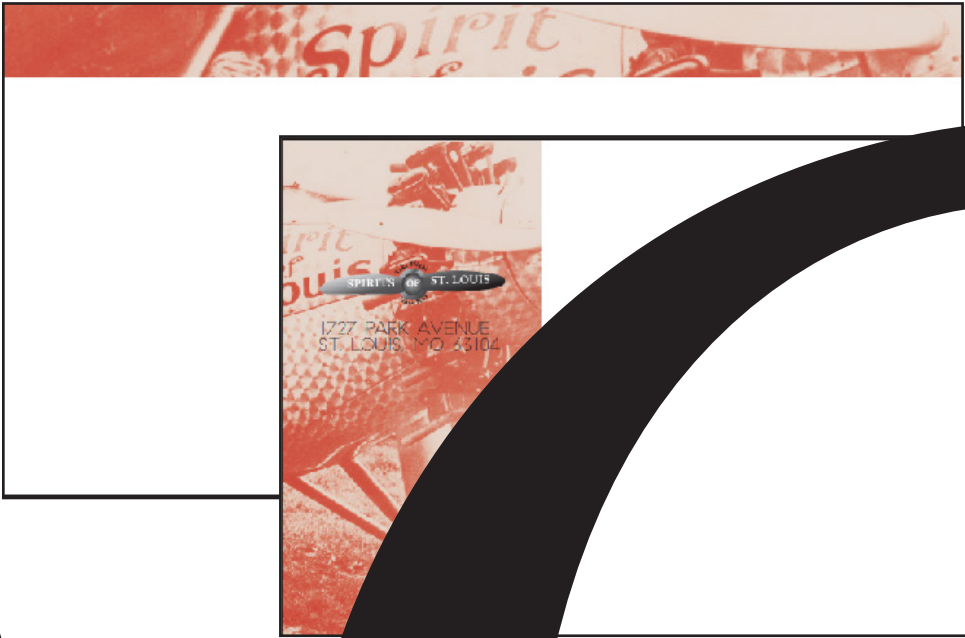


Beers	
Nut Brown Ale	_____
Oktoberfest	_____
Pumpkin Ale	_____
Weizenbock	_____
Stout	_____
Imperial I.P.A.	_____
Porter	_____
Imperial Stout	_____

The first three images featured on this page are the section headers with images of dishes that fall under each menu page similar to those featured on the left. The fourth section on this page is a list of all the beers available at the restaurant. The colors used throughout the menu are muted, complimenting the colors of the food and the building itself.

Branding: Spirits of St. Louis

It was Square One Brewery that was looking to stand out on its own. The brand of St. Louis is a distillery brand of whiskey and was named as a play on words of St. Louis. Lindbergh's airplane that he flew on his first flight. When designing this brand it was important to establish a distinct difference between the already established Square One. Therefore the whole point of inspiration for the brand was the name in the first place: aviation. This brand was designed with high quality photography and a completely new color scheme further distinguishing it from the Square One brand.



The feature colors of this design are red and blue with accents of yellow, with the first two colors acting as a nod to both the American and French flags - the two countries involved in the famous flight. In order to separate the two categories within the Spirits business, distribution to grocery stores or restaurants, the stationary was designed in both colors for easy organization. Similarly the envelopes have mirrored designs in both blue and red, although only the red design is featured. The photograph of Lindbergh is featured on the back of the envelopes. The design is a nod to the rest of the designs.



The Spirits of St. Louis business cards would be the traditional size and size with the back of the business card being a collage of the images and text. Limiting the colors to one color aids in creating a cohesive design focused on controlled chaos. By carrying a sliver of the design on the back to the front it ties the design together and adds some interest beyond simply having the text and the logo. The design is a unique statement that will catch the holder's eye and employ them to take a closer look.

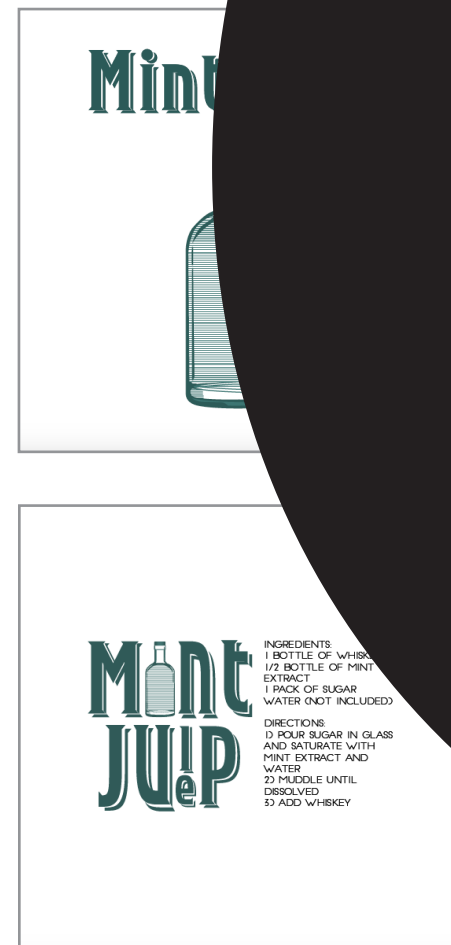


Spirits of St. Louis and would also have business cards which could be used for all pairing restaurant and promotion. Two different designs dealing with the Spirit of St. Louis might be incorporated into the coaster variations. The design would be several different variations of the blue, yellow and red feature

Whiskey To-Go Kits



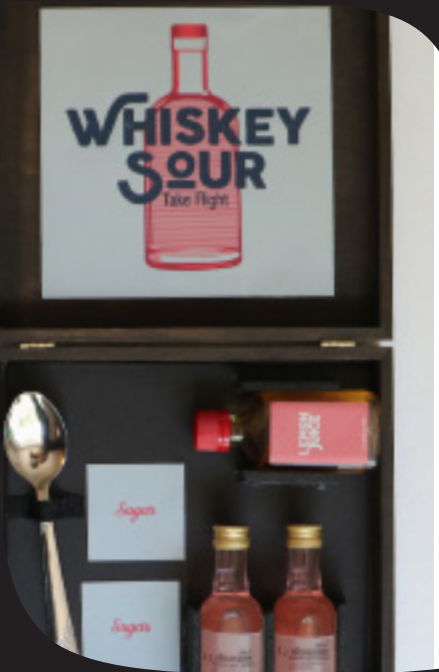
Working with an expanding business, it is important to examine all possible opportunities, even those that the business owners themselves have not yet thought of yet. These Whiskey To-Go Kits are developed to incorporate all necessary tools and ingredients to create some of the most classic drinks on the go. Whether as a gift for someone who is an avid traveler or for themselves this is the perfect opportunity for the business to continue to expand. The kits contain enough for two drinks including a carrying case, a recipe card, a spoon for mixing, two bottles of whiskey/liquor, two packets of sugar, and the other ingredients according to the recipe chosen. These kits are designed to match the same color palette as the rest of the branding but incorporate illustrations that provide them a unique look.





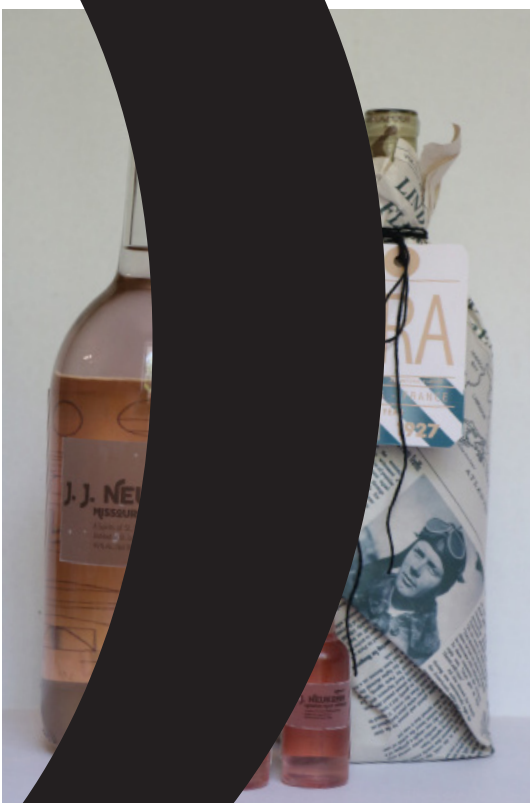
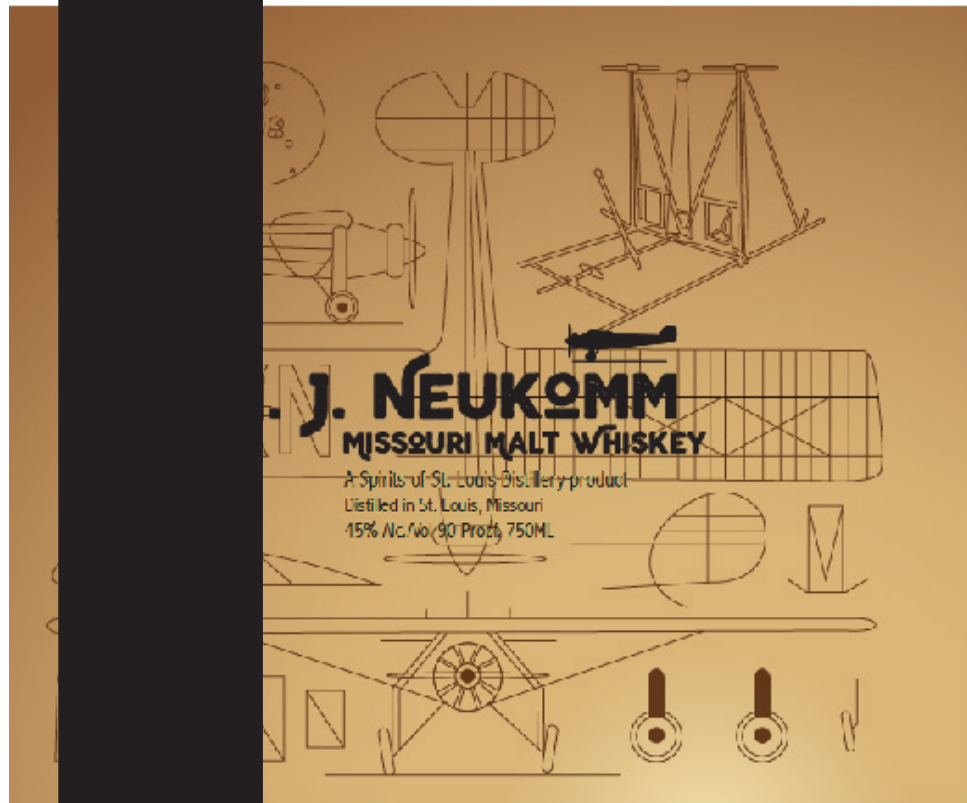
The three different types of drinks included within the kits are Mint Julep, Whiskey Sour, and Old Fashioned - providing a variety for all the whiskey lovers.

Each Whiskey Sour kit includes a recipe card, a small bottle of sugar, a small bottle of lemon juice, and a small bottle of bitters - providing a variety for all the whiskey lovers.

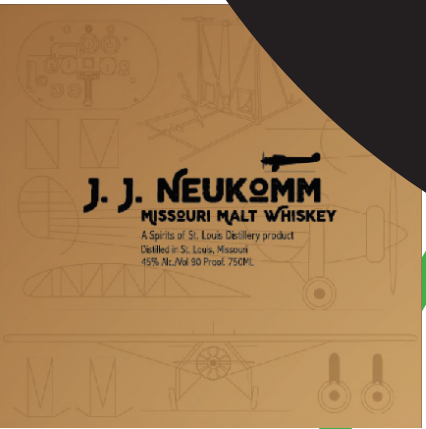


J.J. Neukomm - Missouri Malt Whiskey

The design of the J. J. Neukomm Whiskey was inspired by the airplane that Lindbergh flew across the Atlantic Ocean. It consists of blueprints and aged looking paper as a nod to the craftsmanship that goes both into crafting the airplane and the whiskey. The unique aspect of this design is that the “J.J. Neukomm” label and text appear on the front of the bottle while the actual blueprint map is seen when looking through the whiskey itself. The idea that the Spirits of St. Louis owners pay close attention to the details and add the touches that make their whiskey extraordinary.



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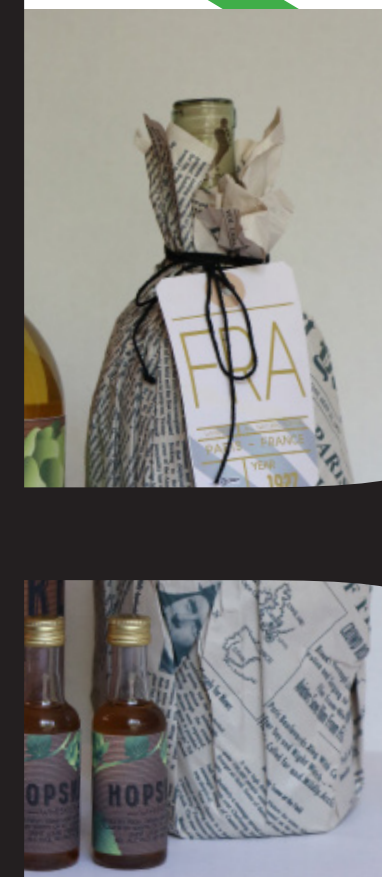


All of the design elements are centered around the flight of Lindbergh. The label was designed with the intention of adding layers to the story. Even the vintage luggage tag features a message that says "I'd like to thank all the Whiskey enthusiasts, and great mixologist that pick up my bottle of J.J. Neukomm and share it with you, thank you all for your support! Cheers."

Hopskey - Whiskey

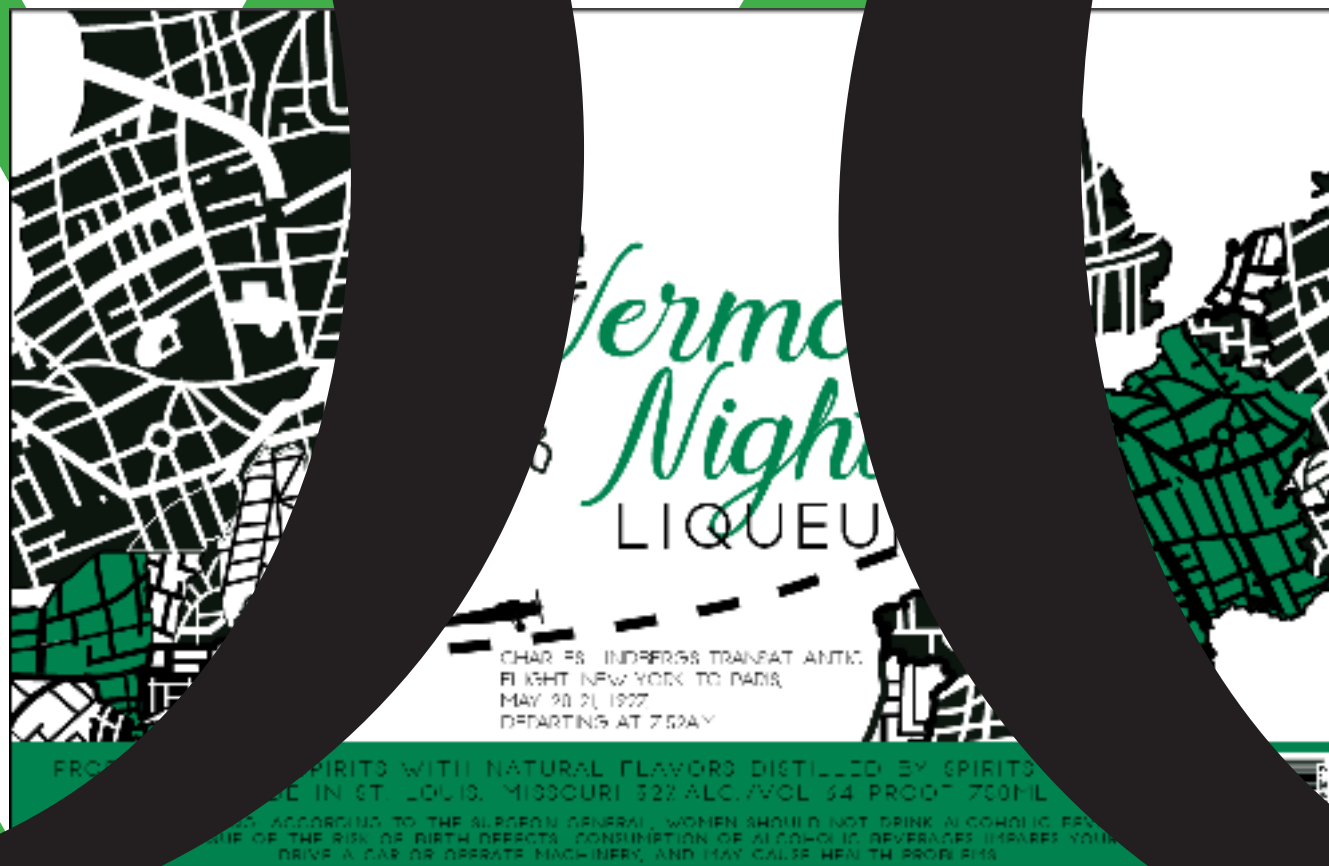


Another whiskey created by the Spirits of St. Louis company is the Hopskey Whiskey. The defining aspect of this creation is the use of hops to create a unique, smooth flavor profile. The central emphasis of the design was to highlight the hops. The focus of the packaging was to create a visual narrative. Utilizing a dark brown background reflecting the wooden barrels that the whiskey is aged in, the "Hopskey" focuses on the all natural materials used in the making of a superior drink. The colors green and brown furthermore tying the design into the other two whiskey bottles. The illustrated hops mirror the illustrated styles of the other whiskey bottle designs while adding a touch of nature to the design. Although the central focus of this design is not on the hops, the design is not on the hops, the narrative through the newspaper packaging and custom colored luggage tag that adorn the product.



Vermont Night - Liqueur

The final bottle is designed around the flight that Lin took from New York to Paris. The lines within the label represent simplified street maps while the combination of black and white countries act as a means to represent distinct states and countries. The black and white look creates a classic design while the green accents seen in the “Hopskey” whiskey label design. The white background representative of the water color palette accents the darkness of the night which is why the drink originally recieved its “night” name. Similarly, to the other two bottles, the “Vermont Night” will be wrapped in a replica newspaper design to receive its own customer and luggage ticket to France.



Each of the three bottles found within the Vermont To-Go Kits feature either the New York point, New York, or the end point, France, of the flight. This is a result of the incorporation of the black and white street designs.



TRUMAN STATE UNIVERSITY

Designing: Truman State University

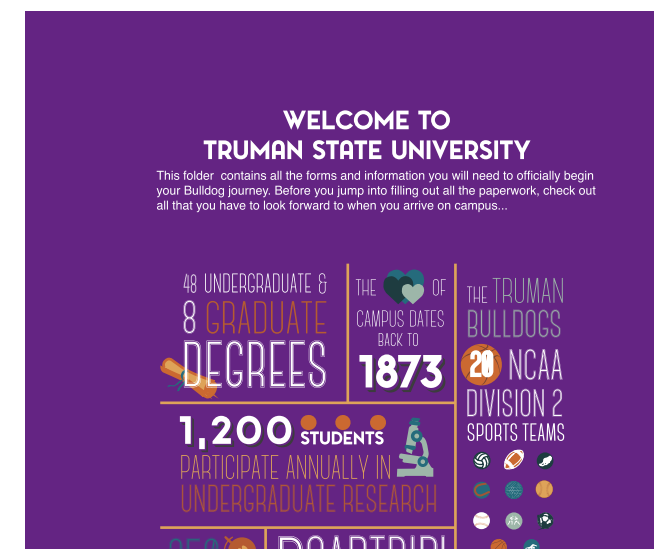
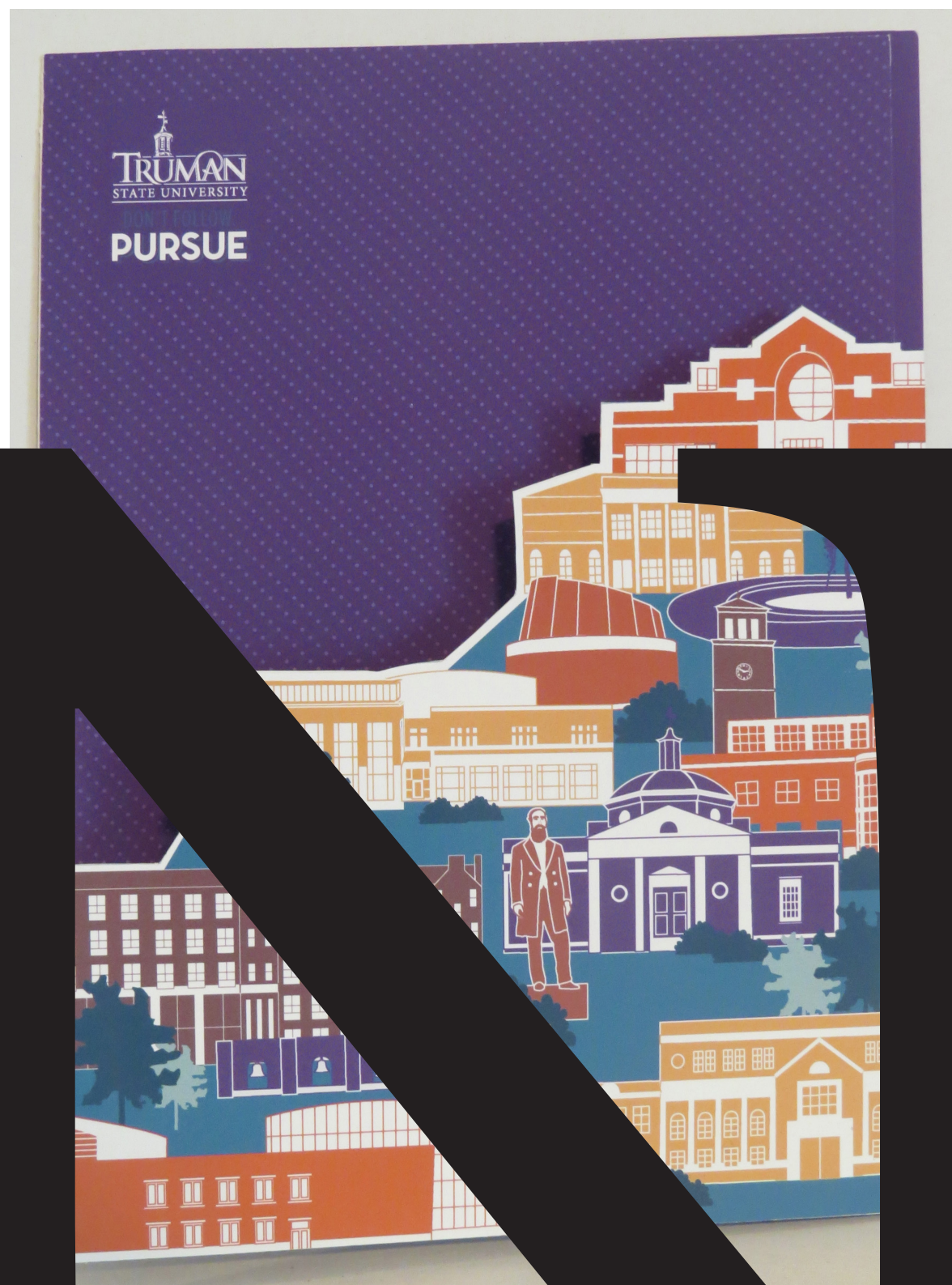
Redesigning Truman State University brand was an interesting project which enabled me to challenge myself both in my hand-skills and creative thinking abilities. In approaching this project I aimed to challenge the university's previous approach when recruiting prospective students. Previous branding for Truman have focused on an amount of purple and cliché images of students smiling on the quad and images of books or students studying. A central goal of this campaign was to empower Truman State to stand out compared to other universities through the utilization of good design and engaging illustrations.

The two poster designs below focus on different buildings on campus.

By portraying two famous structures on campus in a catching illustrative layout emphasizing the idea that while Truman has a long history it is also a school that is not afraid to do things differently, these posters also serve as a way of getting artworks that intrigue people to look closer to absorb the details.



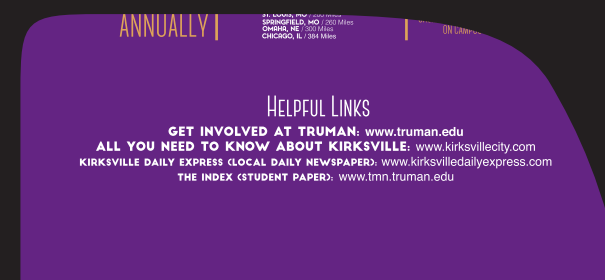
Postcards which could be mailed to prospective students are featured above. These incorporate actual images from campus overlaid with one of the featured colors so as to stand out in a pile of white mail. Meant to imitate an old fashioned postcard, the front features the name "Truman" with a quick phrase focused on its superior academics, the university's the main selling point. Illustrations of the buildings are on the back tying these designs to the welcome folder potential students receive when visiting the school.



One challenge of this project was the inability to alter the logo or slogan of the university. The content for the slogan had to follow the university type-kit and the color purple had to adhere to the university dictated shade as well. Thus with these limitations in mind I began to construct the overall design themes. The orange and green colors to compliment the purple. In addition, the campus features many historic brick buildings surrounded by greenspace so these colors speak to those physical attributes as well.



This unique folder would be given to students when they visited the campus. The front flap serves as a rather interpretive map of the campus showcasing the buildings throughout the university. While the left inside flap has many quick facts regarding the university and campus activities.



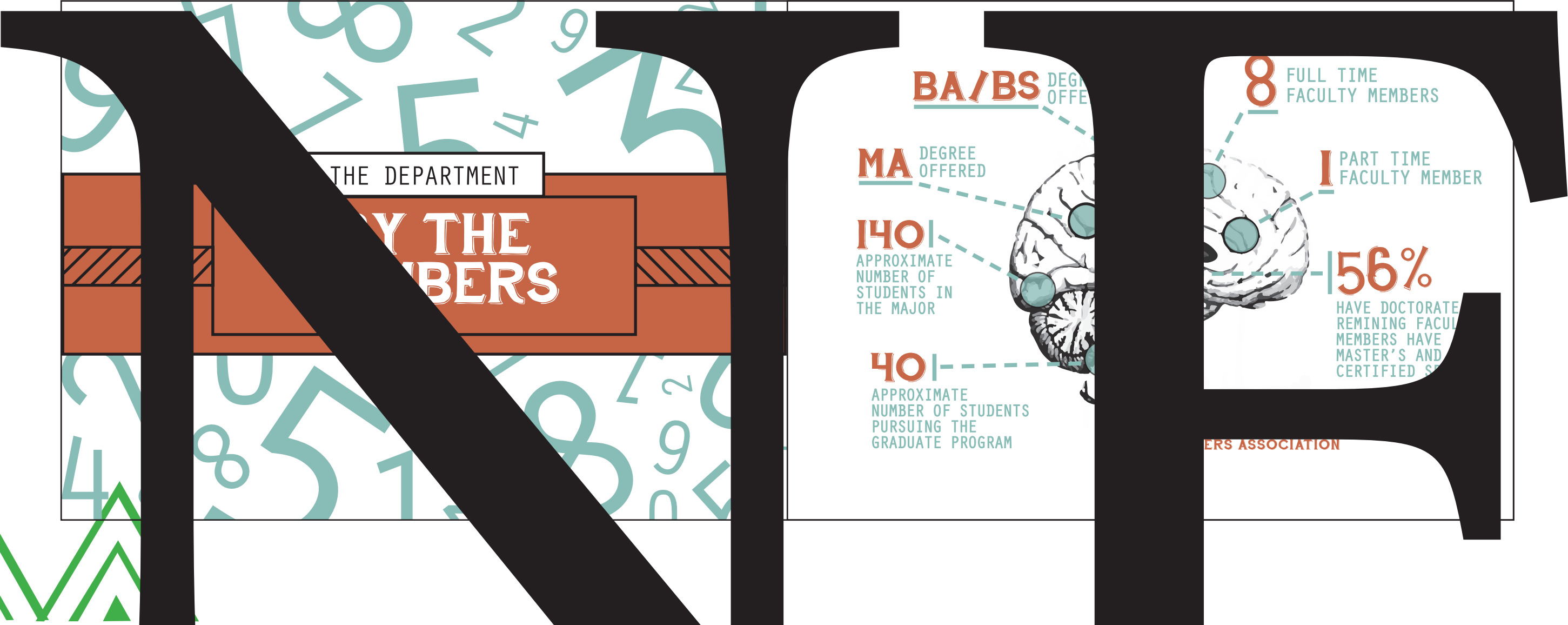
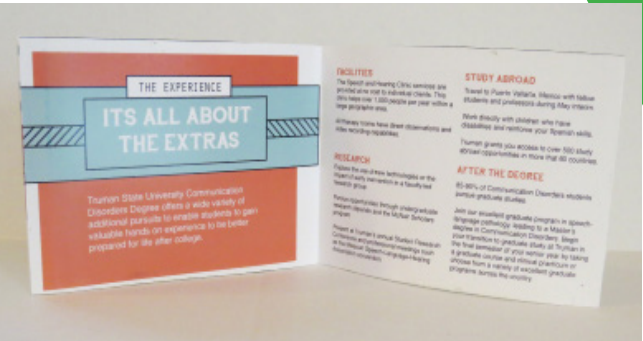
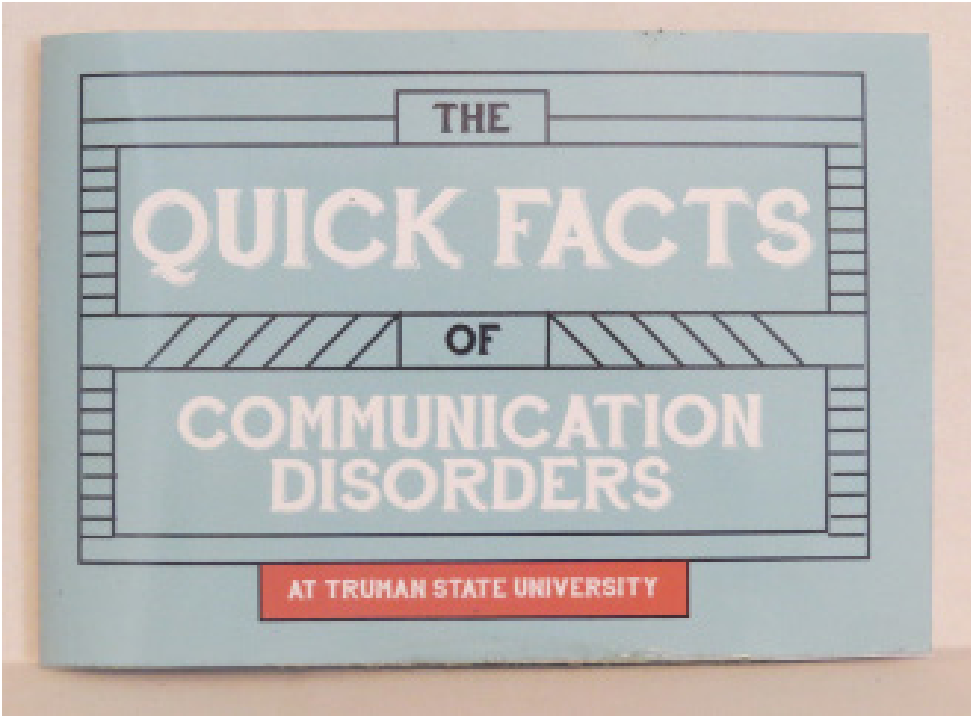
Branding: Communication Disorders Department



Included within the university branding project was the redesign of several materials for a department on campus. The Communication Disorders Department focuses both on academic mastery as well as

as a material. In compliment the overall design for the university I chose to incorporate lighter shades of the green/blue and the orange to create cohesive looks. To the left are two potential designs for postcards which could be mailed to prospective students who have declared an interest in majoring in Communication Disorders.

Mirroring the postcard on the previous page, this book of quick facts about the communication disorders department relays important information in an easily legible format with the incorporation of infographics. The setup of this booklet enables it to act as either a piece of literature sent in the mail or a handout given to prospective students on visit day. The illustrative design featured on the “By the Numbers” page offers a solution to portraying general information of the department and programs in an engaging and relevant way.





Branding: Market on the Square

year from May to
ber the small Midwestern
of Kirkville, MO hosts
al farmers market
aturdays. Farmers,
smen, and more journey
re to sell goods on the
square. This event has
n the attention of many
local families as well
ege students. As the
as expanded the

more professional design,
website, and business plan in
order to reach a
wider audience.

The three panels below mock potential designs for the light post banners that the city could feature in the summer. With every big city wide event the light poles feature a different banner that incorporate a focus on the fresh fruits and vegetables available at the farmers market. By incorporating photography these banners will emphasize the success achieved by these locally sourced foods but also the variety of items available. These banners will incorporate the repeated circular imagery of the logo as well as the bold accents of color that are in the logo.



Below are some ideas to advertise the market which emphasize the importance of fresh vegetables in many of summer's simple meals like corn on the cob or grilled kabobs. The white plate and gray background emphasize how boring a meal can be without fresh vegetables. It is a creative and unique way to emphasize the need for fresh vegetables and fruit during the summer while avoiding cliché images of tractors, farm platters of vegetables



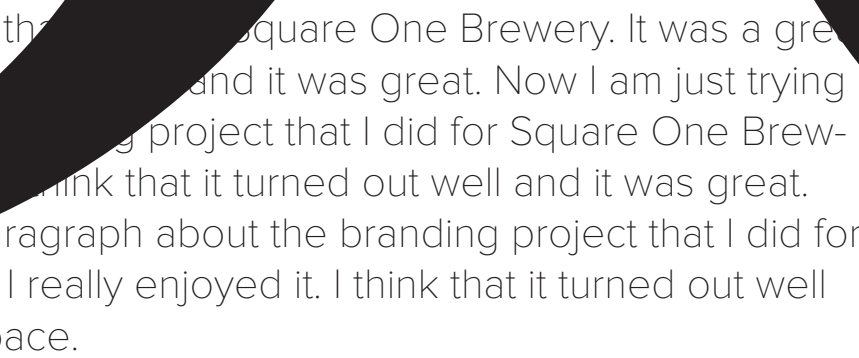
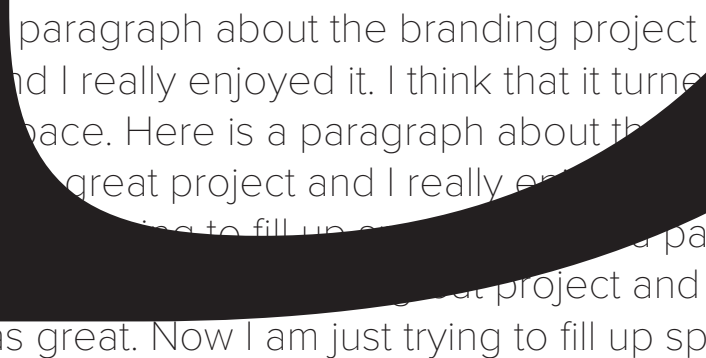
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Above is a name tag that the Market on the Square director, volunteers, and vendors could wear to add to the community feeling for visitors.

neighbor and all are on a first name basis.





HOW SAFE?

By Jennifer Ackerman

The United States boasts the safest food in the world. Maybe so, maybe not. Each year one in four citizens suffers from food-borne illness, and some 5,000 people die from something they ate. From field to kitchen, risks crop up everywhere.

The chief topics of discussion one midsummer afternoon in a conference room at the Centers for Disease Control and Prevention (CDC) are ground beef, eggs, salads, almonds, and cilantro. This is no conversation about the lunch menu but a review

sick from drinking unpasteurized milk or eating deviled eggs left too long in the hot sun at a picnic, but tales of people sickened by contaminated parsley and scallions, cantaloupes, bagged sprouts, orange juice, and

...sches
...reunions, country
fairs, casinos, day-care centers.

I expect to hear of people getting

Poster Designs:



➤ This project involved a poster design for the annual design contest. My focus was on typographical drive that all projects whether professional or student begin with a pencil, a blank piece of paper, and a great idea.



I first visited the town of Steamboat Springs, Colorado when my boyfriend moved there for work. The simple beauty of a quaint town nestled in the shadow of an enormous mountain was remarkable. After two years working in the town my boyfriend will be moving back

will miss living in Steamboat Springs so I wanted to give him something to remember the town. In this poster I chose to include all of his favorite restaurants and activities. I focused on getting all of the details accurate, down to the exact ski paths on the mountain. My aim in creating this gift was to give my boyfriend something by which he could always remember his time in Colorado.

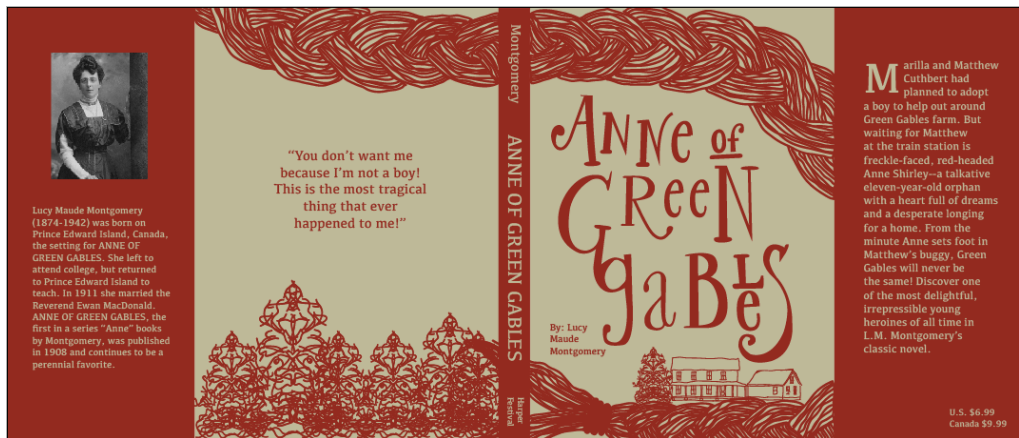


Book Design: Anne of Green Gables

The focus of this project was to choose a classic novel and design a book cover, CD, CD case, and a point of purchase display that would sit on a shelf in store. I chose to focus on *Anne of Green Gables*, a childhood favorite, for this project. The book focuses on a young girl adopted by an elderly brother and sister living a simple life in a small town. The story follows Anne and her imagination as she assimilates to life in town. Throughout the story, Anne's opinion of her red hair serves as a symbolic element of her maturity in this coming-of-age story. The design heavily incorporates her red braids into the cover design and Anne's simple, but whimsical style to be reflected in the layout. I used a two-colored illustrative layout with red and tan.



Anne's red hair, mentioned continuously throughout the novel, inspired the use of red as a central color within the design. I chose to offset it with tan as a nod to the "Little Golden Book" classic children's books.

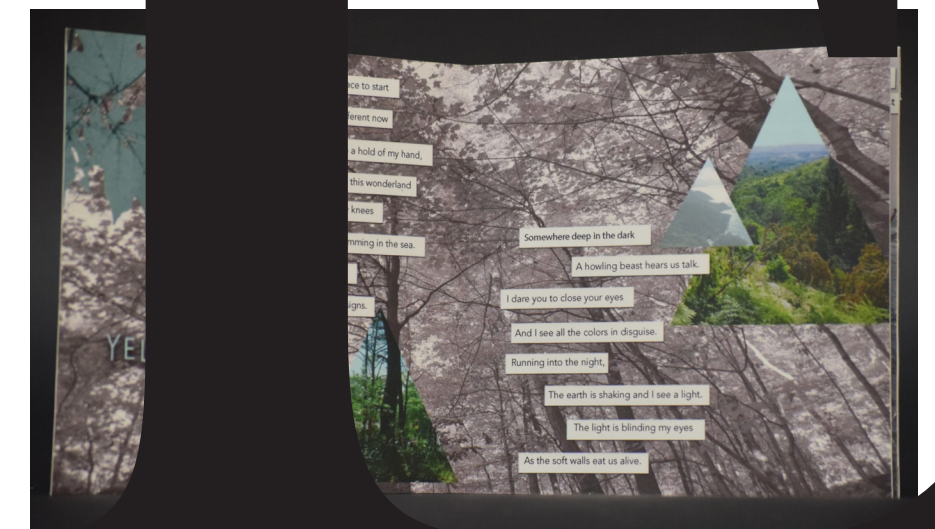




CD Design: Of Monsters and Men

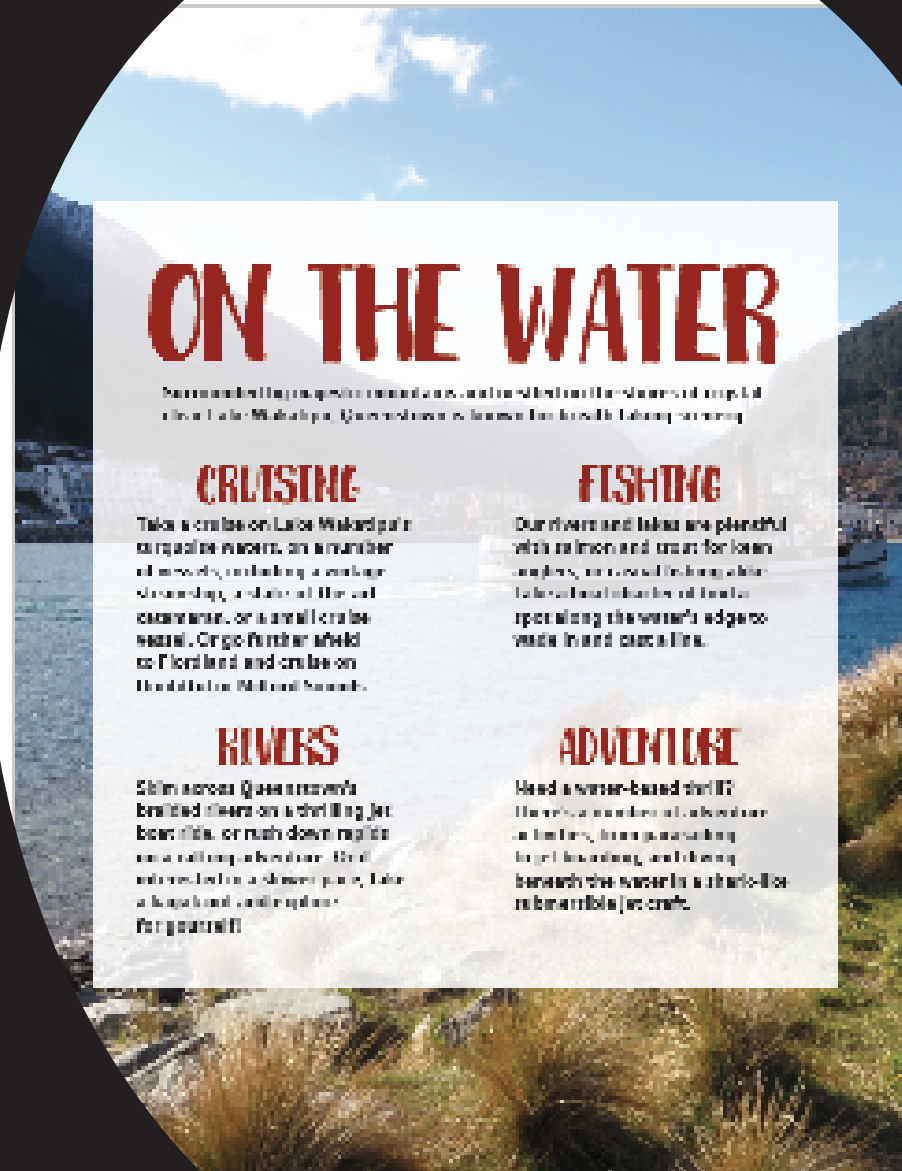
The album that I chose to design was for Of Monsters and Men, a Swedish alternative folk band whose lyrics often involved symbolism incorporating nature and animals. With this forming the basis of my design I chose to utilize photography and muted coloring to incorporate the reflective and rather melancholy sound of the music. This CD design included designs for a case, CD, and lyrics booklet. While all three pieces incorporate different designs the subject matter, colors, and method of design resulted in a complete seamless collection.

The color palette of each song is reflected in the imagery chosen for the lyrics page. The result is a cohesive collection of songs, each with a unique glow, an interpretation of the lyrics with death.



Brochure Design: Queenstown, NZ

After visiting Queenstown, NZ in August 2016 I fell in love with the gorgeous scenery. Through this time I relied on travel brochures while they were never thought of. Thus when I decided to create a brochure that not only be helpful but well-designed.



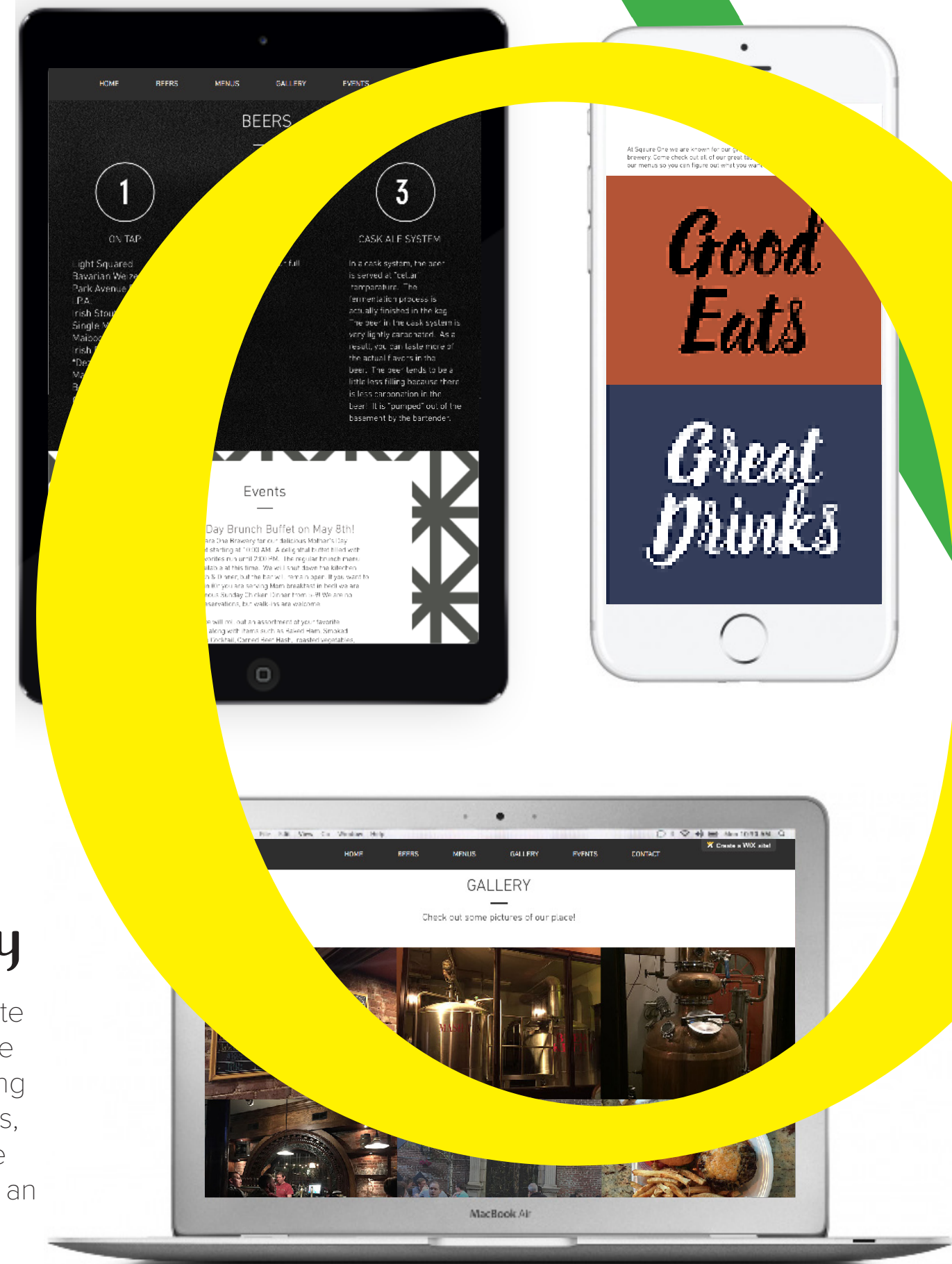
For this brochure I wanted to keep the focus on photography as I thought the imagery of the landscape was the most compelling argument for visiting. I chose to incorporate red as the primary color because it stood out. The greens and blues served to emphasize the natural beauty of the area.



This is the innermost section to the brochure and the first one seen when it is unfolded and opened up fully. It is the view of Queenstown from atop the “Queenstown Hill” and commonly known as the spot which best showcases the vast landscape. The wild beauty of the mountains, lake, and surrounding woods in contrast with the small town is sure to inspire any traveler to want to visit. The setup of the brochure additionally enables this image to be used as a poster either for travelers or for advertising, which could provide even more publicity for the town. A contrast of the bright red with the deep blues results in an even more vibrant image.

Website Design: Square One Brewery

Not only good Square One Brewery are a great and poorly designed website can be a real turn off to potential cutomers. The client wanted to undertake a complete webstie redesign to reflect their branding and vision. For me, it was key to focus on including the atmosphere the restaurant wanted to portray: good food, great drinks, and a welcoming atmosphere. In order to express these charateristics I chose to include lots of images of the environment and the food, a complete and easy to navigate menu, an up-to-date list of beers on tap, as well as special events and contact information.



NEED A LONG TIME TO



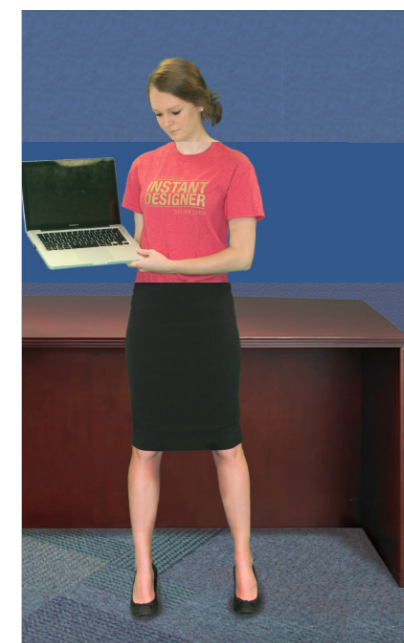
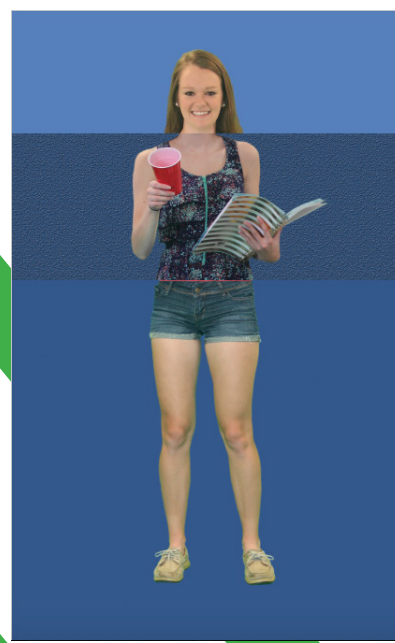
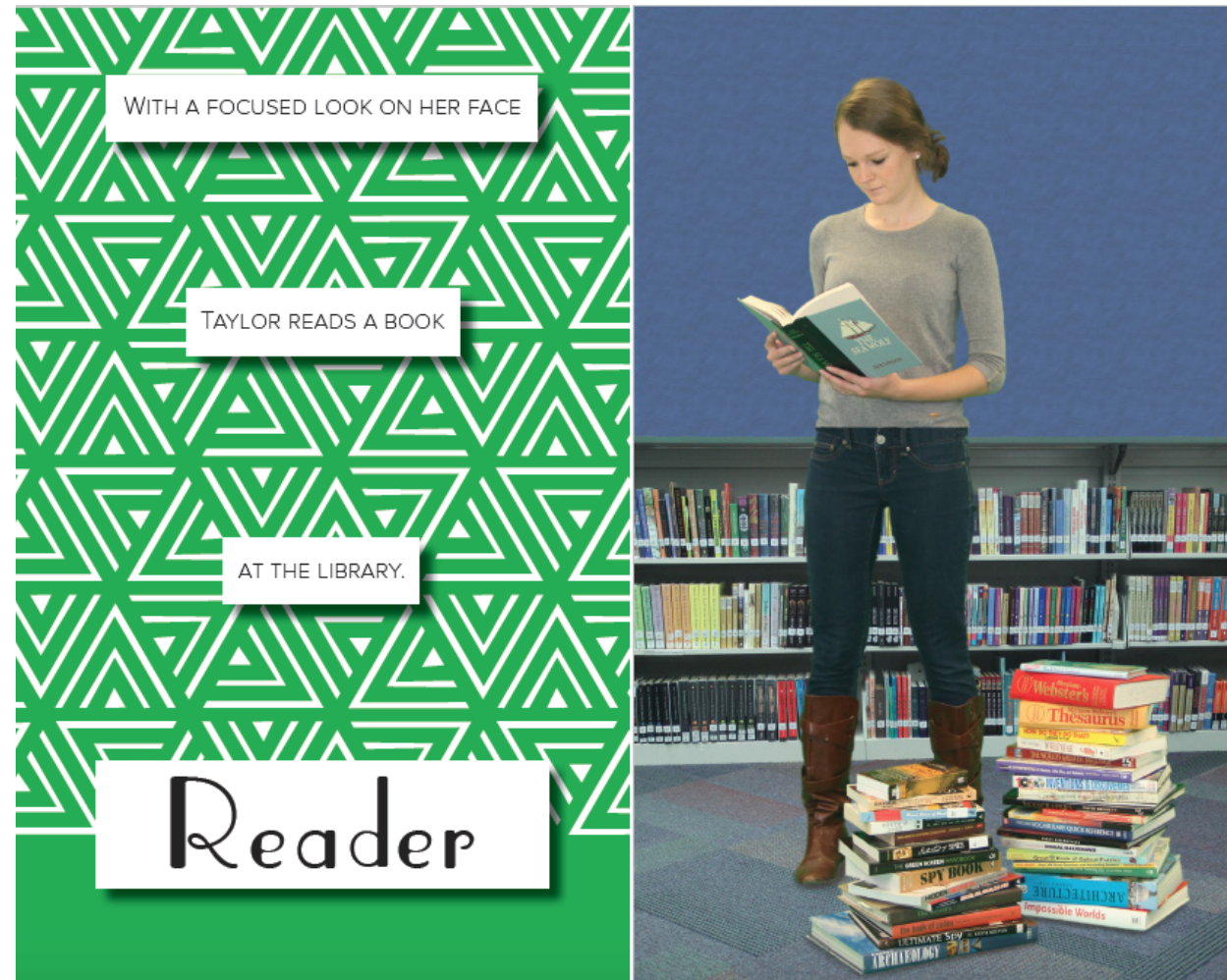
The...ment for the Funds
All...ncil at Truman State
Un... created to run in the
sch... FAC, an on campus
org... focuses on providing
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brin...ts to campus. An
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can... other organizations
wa...al focus of the ad.
Util...trated close-up of
Be...gline "Need some
Be...reinforces the idea.
The...xt communicates the
wit...ading required while
pro...source to learn more.



I was asked to design a capitol report header for MO Representative Phil Christofanelli for his political communications. In line with his portrayal as a modern, new, powerful representative I chose to utilize simple, clean lines as well as a muted color pallet in order to create a sleek design. The accent color red is utilized as a nod to his party as well as functioning as a means to create contrast and a focal point within the piece.

Personal Branding:

As a designer, I draw inspiration from everything that I do and as a result all of my hobbies, passions, and daily work influence my design. I wanted to create a project that truly captured all these different versions of myself. Based off of books that I had when I was a child, I chose to create a “flip” book as a physical representation of the metaphor that all of the different versions of “Taylor” help influence me as a designer. Each page is cut into three sections one for the “head”, the “torso”, and the “legs”. These then may flip independently of each other allowing for the creation of new bodies. The combination of different heads, torsos, and legs results in the changing of the sentence on the left side page.



I chose to focus on myself as an avid reader, a leader, a traveler, an event planner, a designer, a student, a runner, and the perfect fit for any design firm. In presenting these characteristics I emphasize the wide variety of skills that I possess and how each of these not only influences my design but enables me to be a more well rounded individual. The overall color scheme consists of cool colors mainly focused on green and blue. In use as a personal promotion I wanted this to coordinate with my portfolio without completely matching it.

[illegible]

The image displays two variations of a map-themed book cover. The left version is a physical book with a map background, a 'HELLO World' title tag, a 'PASSPORT' label, and a travel itinerary strip. The right version is a digital mockup of the same design, featuring a 'WELCOME TO MY DESIGN JOURNEY' title, a 'PASSPORT' label, a CD/DVD icon with 'DIGITAL WORK' text, and a 'WELCOME ABOARD!' tag with a 'SPN' logo.

The background features several abstract green geometric shapes. In the top right, there are two long, thin, slightly curved bars. In the center right, there is a solid green triangle pointing downwards. In the bottom left, there are two thick, parallel diagonal bars and a small solid green triangle. In the bottom right, there is a thick diagonal bar and a partial view of another solid green triangle.

BRANDING

1. Square One Brewery
2. Spirits of St. Louis
3. Truman State University
4. TSU Communication Disorders Department
5. Market on the Square

The background features large, thick green geometric shapes, including triangles and chevrons, arranged in a dynamic, overlapping pattern. The word "PROJECTS" is centered in the upper half of the image, underlined.

PROJECTS

1. Layout Designs
2. Poster Designs
3. Book Design
4. CD Design
5. Brochure Design
6. Website Design
7. Personal Promotion Projects
8. Capitol Report

Capitol Report Header: Phil Christofanelli



Here is a paragraph about the branding project that I did for Square One Brewery. It was a great project and I really enjoyed it. I think that it turned out well and it was great. Now I am just trying to fill up space.

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